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WELCOME TO PENNSYLVANIA AVENUE Introducing the Scenic Byway

Throughout the world, Pennsylvania Avenue in Washington, DC, is recognized as the center of America's national identity, power, and culture. It is undoubtedly one of the best-known and important streets in Washington, DC, and an attraction in itself. Pennsylvania Avenue is America's Ceremonial Way. Much of the Nation's history has been represented in parades, funerals, and marches along this famous road. Throughout history, Americans have gathered on Pennsylvania Avenue to celebrate important occasions, honor national heroes, and support a variety of social causes. Pennsylvania Avenue is a place where America gathers to commemorate its tragedies and triumphs and to express its democratic ideals.

Pennsylvania Avenue is also the Main Street of America's Government. All three branches -- Executive, Legislative, and Judicial -- are represented along or near Pennsylvania Avenue. The corridor reflects a major federal government presence: the security around federal buildings, the presence of embassies, and motorcades of dignitaries with police escorts. It is also home to the most important residential address in the country -- the First Family lives at 1600 Pennsylvania Avenue.

But there's more to Pennsylvania Avenue than commemoration and celebration. It runs seven miles through the Southeast and Northwest quadrants of the city, traversing a gamut of communities with one-of-a-kind attractions that do not exist anywhere else. From the World Bank to the banks of the Anacostia River, Pennsylvania Avenue links local, national, and global villages. It is truly "A Grand Slice of Washington in the Heart of the Nation's Capital."

Pennsylvania Avenue is an urban scenic byway, a beautiful and inviting route in a distinctly urban setting. It is a central artery in an international city with embassies, national buildings, and local treasures. As a main thoroughfare in the Nation's Capital, Pennsylvania Avenue corridor is rich in historical and cultural significance, an array of sights and sites that tell the story of America's heritage. Welcome to Pennsylvania Avenue, a unique Scenic Byway!



Presidential Motorcade on Pennsylvania Avenue

Overview of this Report

- Chapter 1 provides an introduction to the Pennsylvania Avenue Scenic Byway, a description of the byway designation, byway programs, and Corridor Management Plans, and sets forth a vision and objectives for this plan.
- Chapter 2 examines the existing setting of the corridor by describing the byway segments, reviewing the physical condition and safety of the roadway, and establishing the planning framework within which byway activities will take place.
- Chapter 3 describes the intrinsic qualities that characterize the Pennsylvania Avenue byway. The corridor is so rich in many types of resources that these inventories provide a summary of the corridor's highlights. Chapter 3 also considers some of the concerns and detractors from these intrinsic qualities.
- Chapter 4 is a set of plans for: maintaining and enhancing intrinsic qualities; visitors' experience; roadway modification, streetscape treatment, and multi-modal strategy; marketing and promotion; and commerce and facilities.
- Chapter 5 addresses implementation, funding, public participation, and a general schedule for accomplishing the goals of this plan.



Fig. 3-2

SCENIC BYWAYS ACROSS AMERICA

Welcome to Pennsylvania Avenue About Scenic Byways

What is a Scenic Byway?

The term “scenic byway” generally refers to a road that is set in a landscape of high aesthetic, historical or cultural value. Scenic byways place an emphasis on scenery, recreational attractions, cultural and historic features, and wildlife. Byways typically involve such amenities as scenic overlooks, recreational areas, and interpretive systems. A single definition does not exist because many agencies, state, federal, local and private, are involved in the scenic byways program

Scenic byways can be designated at the local, state or national level. State and local government, private sector groups, the U S Forest Service, and the US Bureau of Land Management provide almost 52,000 miles of scenic byways in the United States.

District of Columbia Scenic Byways Program

Pennsylvania Avenue is one of the first corridors in the District of Columbia to be designated as a scenic byway. The DC Scenic Byways Program was developed and is administered by the District Department of Transportation. Consisting of the Pennsylvania Avenue Byway and three other designated byways, it is the only byway program in the Nation where all the byways are located completely within an urban setting. This urban setting creates a distinctly urban set of challenges and opportunities for scenic byway planning. It means that the roadway corridor can be an exceedingly busy place, both day and night, and that visitors to the byway share the road with local traffic and commuters. It means that the predominant views along the byway are not of the natural environment but of the built environment, and that many byway resources are man-made. Because the byways are located in Washington, DC, it also means that there are numerous government agencies, special interest groups, neighborhood associations, and business districts that share an active interest in

the well-being of the byway.

In developing its Scenic Byways Program, the District Department of Transportation established an administrative, nomination, and review process, which is presented in the program “Guidelines and Procedures” (1998). The intent of the program is:

- To provide a means for the maintenance, protection, and enhancement of important community resources along designated roadways in the District;
- To interpret and promote those resources and related intrinsic qualities for the enjoyment and education of residents and visitors; and
- To establish community-based goals and strategies to manage the intrinsic qualities while enhancing the economic benefits derived from people traveling the byways.

Connections to Other Byways

The Pennsylvania Avenue corridor can be combined with other byways to provide travelers with a continuous experience within the Nation’s Capital and surrounding regions. Within the District, the Pennsylvania Avenue byway connects with the District-designated Canal Road, Rock Creek, and Monumental Core Scenic Byways.

The District’s Canal Road Scenic Byway connects to Pennsylvania Avenue at M Street in Georgetown, thus providing an unbroken byway experience from District boundary to District boundary. The Canal Road Byway is notable for its historic and natural intrinsic qualities. Beyond the District boundary, this byway continues as Maryland’s C&O Canal Route Scenic Byway, extending for close to 200 miles to Cumberland, Maryland.

Byway Speak

Scenic Byway - A public road having special scenic, natural, historic, cultural, archaeological, and/or recreational qualities that have been recognized as such through official declaration. The term refers not only to the road or highway itself but also to the corridor through which it passes.

Corridor - The road or highway right-of-way and the adjacent area that is visible from and extending along the highway. Corridor width may vary according to intrinsic qualities.

Intrinsic Quality - Any of the scenic, natural, historic, cultural, archaeological, and recreational features that are considered representative, unique, irreplaceable, or distinctly characteristic of the area along a byway.

Corridor Management Plan - A written document and maps that specify the actions, procedures, controls, operational practices, and administrative strategies to maintain the scenic, natural, historic, cultural, archaeological, and recreational qualities of the scenic byway.

Stakeholders - Residents, property owners, community associations, recreational groups, tour sponsors, tourism bureaus, historic societies, businesses, government agencies, and other individuals and organizations interested in, and working for, the success of the byway.

Local Commitment - Assurance provided by communities, neighborhoods, organizations, and agencies that they will undertake actions (such as zoning, development review, easements, and other protective measures) to preserve the scenic, natural, historic, cultural, archaeological, and recreational integrity of the scenic byway or All-American Road and the adjacent area as identified in the corridor management plan.



All-American Road - A road or highway that meets the criteria for at least two of the intrinsic qualities and satisfies all other requirements under the National Scenic Byways Program. The term refers not only to the road or highway itself but also to the corridor through which it passes.

Designated All-American Roads:

- Acadia Byway, Maine
- Seward Highway, Alaska
- Natchez Trace Parkway, Alabama
- Selma to Montgomery March Byway, Alabama
- Route 1, Big Sur Coast Highway, California
- San Juan Skyway, Colorado
- Trail Ridge Road/Beaver Meadow Road, Colorado
- North Shore Scenic Drive, Minnesota
- Natchez Trace Parkway, Mississippi
- Blue Ridge Parkway, North Carolina
- Las Vegas Strip, Nevada
- Hells canyon Scenic Byway, Oregon
- Historic Columbia River Highway, Oregon
- Volcanic Legacy Scenic Byway, Oregon
- Natchez Trace Parkway, Tennessee
- Mather Memorial Parkway, SR 410
- Beartooth Scenic Byway, Wyoming

National Scenic Byways Program

The National Scenic Byways program was established by the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and continued with the Transportation Equity Act for the 21st Century (TEA-21). The purpose of this program (codified at 23 USC 162) is to recognize and enhance roadways that have outstanding scenic, natural, historic, cultural, archaeological, and recreational intrinsic qualities.

The Federal Highway Administration (FHWA) administers the National Scenic Byways Program and in 1995 published its interim policy (60 Fed. Reg. 26759). The interim policy sets forth criteria for designating roads or highways as National Scenic Byways or All-American Roads, specifies the nomination process, and provides guidance on the contents of a corridor management plan, such as this one.

The District Department of Transportation is the District of Columbia’s identified Scenic Byway Agency and is in the process of nominating Pennsylvania Avenue for designation under the National Scenic Byway Program. To be designated as a National Scenic Byway, a road must possess at least one of the six intrinsic qualities that is recognized throughout a multi-state region. The nomination package must include a corridor management plan.

To receive an All-American Road designation, a road must possess multiple intrinsic qualities that are nationally significant and contain one-of-a-kind features that do not exist elsewhere. The road or highway must also be considered a “destination unto itself” - that is, the road must provide an exceptional traveling experience so recognized by travelers that they would make a drive along the highway a primary reason for their trip.

Benefits of National Scenic Byways Designation

National designation for the Pennsylvania Avenue Scenic Byway has many benefits:

Improving Preservation and Protection of Important Resources

Preservation of special places, views, buildings, and other resources is essential to a byway’s sustainability and integrity. By identifying and documenting an important resource in a corridor management plan, the city, a community, or an organization can draw attention to the resource and the need to properly care for its preservation. This can help safeguard the resource for residents and visitors to enjoy now and in future generations.

Obtaining Priority in Funding Byway-Related Projects

FHWA is the administrator of discretionary federal grants earmarked for the Scenic Byways program. Priority is given to eligible projects that are associated with a roadway that has been designated a National Scenic Byway or All-American Road. These projects must be consistent with the corridor management plan for the byway. As discussed in Chapter 4, a variety of projects are eligible as long as the purpose is generally to maintain and enhance the intrinsic qualities of the byway, improve byway-related safety, or enhance recreation and educational enjoyment of the byway.

Gaining Access to Promotional Tools and Assistance

The FHWA promotes the collection of National Scenic Byways and All-American Roads on the America’s Byway map and FHWA’s scenic byways Web site, www.byways.org. FHWA has created a special America’s Byway logo, which can only be used in association with designated roads. Being able to use the

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logo helps demonstrate that the roadway is part of a distinctive collection of American roads. Designated byways also benefit from technical communications, network support, and customized assistance from the National Byways Resource Center, located in Washington, DC.

Promoting Tourism and Economic Development

Scenic Byways attract visitors and promote economic activity. By telling the story of the entire length of Pennsylvania Avenue visitors can be drawn into areas of the city that are often overlooked. Byways can encourage new business activities, such as visitor services and guided tours, as well as growth and increased revenue for existing businesses. National designation means inclusion in a nation-wide marketing and promotion program.

Enhancing Community Quality of Life

Byways can instill greater awareness and pride within communities. Byways attract volunteers, and neighbors learn and share from each other. Communities thrive when positive attention is focused on them.

Facilitating Coordination Among Stakeholders

Many partnerships are needed to sustain a byway. These partnerships are valuable to improve community cohesion, enhance quality of life, and benefit byway planning and management. Citizens, organizations, agencies, and other stakeholders bring new ideas to the byway through knowledge of their own communities, personal interests and commitment, and access to public and private funding sources. National designation offers the opportunity to expand partnerships beyond local or regional boundaries. Byway organizations have access to the technical assistance from the National Scenic Byways

Resources Center, which sponsors a biennial national conference, workshops, and research of interest to byways nationwide.

Improving Transportation

Scenic Byway planning and implementation can support the District’s multi-modal program and encourage residents and visitors to use alternative modes of transportation, such as tour buses, bicycles, water craft, and pedestrian trails. All-American Roads must accommodate bicycle and pedestrian travel wherever feasible, as well as safely accommodate conventional tour buses. Some byway transportation projects can be eligible for federal funds.

Creating and Improving Educational and Recreational Opportunities

Scenic Byways provide opportunities to create and improve educational and recreational activities, which benefits visitors and residents alike. Pennsylvania Avenue is rich in resources of educational interest to all Americans, and this management plan encourages further interpretation of and access to these resources.

BENEFITS AT A GLANCE

Improving Preservation and Protection of Important Resources

Obtaining Priority in Funding Byway-Related Projects

Gaining Access to Promotional Tools and Assistance

Promoting Tourism and Economic Development

Enhancing Community Quality of Life

Facilitating Coordination Among Stakeholders

Improving Transportation

Creating and Improving Educational and Recreational Opportunities

Steps Involved in a CMP



Corridor Management Plans

A corridor management plan is required as part of the application for national designation. Accordingly, this plan has been prepared following current policy and guidelines promulgated by the FHWA and the District of Columbia. This section explains the nature of corridor management plans, discusses the managing organization, and provides a vision statement, objectives, themes, and an overview.

For Whom Is It Prepared?

The District Department of Transportation, in its role as the identified Scenic Byway Agency, has prepared this corridor management plan to meet the application and management requirements of the District of Columbia and the National Scenic Byways programs. In the long run, however, the corridor management plan is instituted to serve all the people, businesses, organizations, and government agencies involved in byway activities, as discussed further below.

What It Is

A corridor management plan is intended to provide for the conservation and enhancement of the byway’s intrinsic qualities as well as the promotion of tourism and economic development. It is an essential part of a scenic byway: a vision for the future, a repository of ideas, and a guide to achieving objectives. A corridor management plan tells the story of the byway and articulates a vision of the desired visitor experience. It is developed to assist agencies and organizations involved with resources of the byway corridor manage, develop, preserve, and interpret those resources. It assembles inventories, issues, and ideas into a single document; thus, objectives as diverse as road safety, promotion of heritage tourism, access to waterfront recreation, improvement of bicycle trails, and interpretation of archaeological

resources can all be considered within the same document. Having a corridor management plan helps ensure that existing and future planning initiatives can take into account the intrinsic qualities of the corridor; it helps stakeholders to join forces on projects of mutual interest.

What It Is Not

A corridor management plan does not carry any regulatory authority, impose any requirements, prohibit new construction or development, or foreclose any funding sources. It is not a land use plan. A scenic byway corridor, defined by a corridor management plan, is not a zoning district, enterprise zone, or any other such area with specific, legal implications. A corridor management plan is a starting point - not an ending point. Because it is intended to be used as a tool to initiate actions, it recommends improvements but does not provide final solutions. This corridor management plan emphasizes the use of ongoing and planned services, initiatives, plans and programs provided by existing agencies and organizations. When it comes to developing attractions and services, it is not always necessary to start from scratch.

Participation Is Key

A corridor management plan does not require anyone’s participation; the scenic byway programs at both District and federal levels are voluntary programs. However, participation of responsible agencies, organization, and the public in byway planning and implementation is essential. Active involvement and follow-through of a diverse, energetic, and dedicated byway organization is key to the success of the corridor management plan. This plan is intended to be a “living” document that will be reviewed regularly and updated as needed. It relies on people to make it happen, and it carries weight only to the extent that it is used.

Welcome to Pennsylvania Avenue
Corridor Management Plans

A Vision for this Plan

This corridor management plan anticipates a future Pennsylvania Avenue - championed by an active partnership of stakeholder agencies, organizations, and citizen groups - that offers a rewarding, one-of-a-kind American heritage journey. This plan envisions residents and visitors alike fully appreciating a wide variety of unique American places and activities important to the Nation’s history and culture - famous monuments and buildings, as well as lesser-known treasures.

This plan envisions byway travelers touring all of the Avenue’s diverse and vibrant neighborhoods, safely enjoying the Avenue’s intrinsic resources, and often traveling on foot, by bicycle, or by tour bus. Today’s and tomorrow’s users of Pennsylvania Avenue will discover American history and culture through self-guided tours, well-interpreted places, and informative byway literature. They will gain a fuller understanding of Pennsylvania Avenue from a local, National and international perspective.

Objectives of this Plan

To achieve the vision, several objectives have been identified:

- To preserve, maintain, and enhance the resources that contribute to the intrinsic qualities of the corridor.
- To stimulate desired economic development through sustainable and appropriate tourism - for example, by encouraging those who would already be inclined to visit Washington, DC, to stay a little longer.
- To package and interpret the byway for a variety of users, including local and regional residents, visitors from across the Nation, and tourists from other countries; to accommodate both self-guided as well as organized tours.
- To support all positive, ongoing and future programs and initia-

tives that make and enhance enjoyable and meaningful visitor experiences centered on the Pennsylvania Avenue corridor.

- To create a framework that helps stakeholders define and implement appropriate improvement projects within the byway corridor.
- To make driving the corridor as easy, comfortable, and safe as possible - and to reduce driving to a minimum by encouraging a multi-modal experience so that residents and visitors can experience the byway corridor by tour bus, bicycle, on foot, and even by boat on the Anacostia River.
- To provide the necessary information and infrastructure improvements that help visitors and residents have a pleasurable, meaningful, and safe experience.
- To meet travelers’ needs, including interpretive features, service facilities, recreational opportunities, and multi-modal connections.
- To seek and attain the designation of Pennsylvania Avenue as an All-American Road.

A vital part of the development of this Corridor Managment Plan has been the active role of the Advisory Committee. The Advisory Committee is comprised of representatives from: the District Department of Transportation; the Federal Highway Administration; and the the National Park Service. As part of the Advisory Committee outreach, there has been additional consultation with the Architect of the Capitol, the DC Office of Planning, and the DC Deputy Mayor’s Office for Economic Development. The Advisory Committe has met at critical points in the development of the Corridor Management Plan to review and provide feedback on the intrinsic qualities, the threats and detractors, the recommendations and associated plans, and the implementation proposals. Support of this Committee has been crucial during each step of the process.

